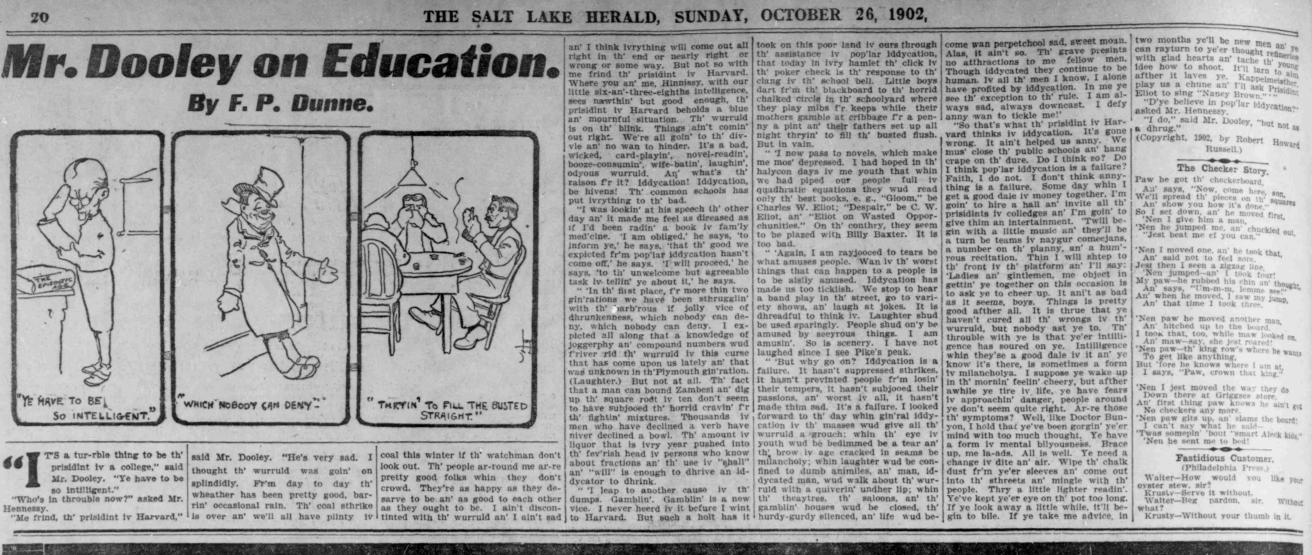
## Mr. Dooley on Education.







## The Introduction to Salt Lake Public of Beautiful Annex Store Has Met With Enthusiastic Approval and Applause.

The opening week of our New Remodeled and Enlarged Store was a brilliant success. The thousands who visited the store last week took careful note of the completeness—the vastness and the variety—of the different stocks. The Superb Styles and the Incomparable Values elicited the most favorable comments. The increased shopping facilities and the prompt and perfect service rendered, came in for their meed of praise. It was, indeed a week of triumph for the "Auerbach" Store, and as Progress is the order of the age, we would be recreant to the responsibilities of our Leadership bestowed on us by the universal verdict of the people, were we not in a position to serve you better this week than ever.

OUR BARGAIN FEAST FOR THIS WEEK KNOWS NO LIMITATIONS.

# BLACK

day's readers. To bring trade tomorrow and every day this week. To add to the fame of these depart-

a highly satin finished dress ma-terial in corded effects in all the street shades, 36 inches wide, ex-cellent value at 45c. Special for

New Colored Zibeline Suitings, real camel's hair finish, strictly all-wool in the most fashionable and staple colors, 38 inches wide and regularly sold at 60c. Special for this week, per this week, per yard ...... 46c

52-inch wide Black Camel's Hair

Suitings and Skirtings, strictly all-wool and very fashionable this season, worth \$1.50. Special for this week,

Pebbled Etamines, 44 inches wide, rebbled Etamines, 44 inches wide, those soft, clinging, crepey effects, very fashionable and well worth \$1.75. Monday and \$1.25 all week, per yard ......\$1.25

## **EVERYTHING**

That long experience in buying for our public or popular favor demands is now in our Silk Depart ment. Our marvelous silk selling enables us to obtain for you the greatest price concession making today's quotations lower than the same grades are offered for elsewhere.

A SPECIAL INVOICE OF EXTRA WIDTH BLACK GUARANTEED SILKS (bought under price), all 36 inches wide, in Taffetas, Peau de Soies and Peau de Cygnes at one-third less than regular val-

36-inch Black Taffeta, now at, a yard ...... \$1.19 36-inch Black Taffeta, \$1.33 now at, a yard ..... 36-inch Black Taffeta, 36-inch Peau de Soie, now \$1.69 at, a yard ...... \$1.44 now at, a yard ..... \$1.44

FOR EVENING WEAR-A new shipment of 24-inch Crepe de Chine, lustrous qualities, in all the pastel tints, also blacks; as a special offering, per yard—

\$1.25 and 98c

44-inch Pompadour Grenadines, in Black and Colored Grounds, the newest gauze material, at—

\$1.98, \$2.25 and \$2.50 Per Yard.

### ESTABLISHED 1864



More Completeness in Our New and Remodeled

## SUIT DEPARTMENT.

Many New Things Have Come Along During the Last Busy Week.

Three of the Most Complete Sections Are Represented With the Following Special Leaders:

Misses' and Child's Section.

A little school reefer of good quality Melton, with scalloped cape trimmed with white braid colors, navy blue and red, sixes 4 to 14 years. Regular price \$2.50. Special Monday-

\$1.50.

A very exceptional leader in a 27-inch semi-fitting jacket, best quality American kersey, lined with fine mer-cerized sateen, velvet collar and three shades of gray, repellant suitpockets, colors tan, castor, red, navy and black, sizes 32 to 44. Regular value \$8.75. Special Monday—

\$6.50.

Ladies' Jacket Section.

#### Ladies' Tailor-made Suit Section.

ing, piped with velvet round cuffs and girdle, military collar, new flaring gored skirts, percaline lined and velvet bound, all sixes to 42. Regular value \$10.00. Special Monday—

\$7.75.

HAVE THEY BEEN SATIS

DID THEY WEAR RIGHT?

DID THEY FIT RIGHT? DID YOU BUY THEM AT THE

RIGHT PRICE?

tions you should ask yourself before buying your winter supply SHOES AND RUBBERS.

#### In Our Shoe Department.

GET STYLE WITHOUT PAYING A FANCY PRICE. ALL OUR SHOES ARE PERFECTLY FITTED BY EXPERT FITTERS. EVERY SHOE SOLD BY GUARANTEED TO WEAR WELL, AND OUR PRICES POS-ITIVELY GUARANTEED THE

### Two Extra Specials for This Week.

Boys' Shoes.

Boys' Satin Calf Lace Shoes, good looking and warranted to wear well, sizes 8 to 13, positively worth \$1.40, OUR SPE- \$1.15

Ladies' Shoes.

Ladies' good quality Vici Kid Lace Shoes, very pretty, our leader \$2.25, (sold by many at \$2.50), sizes. OUR SPECIAL

HEADQUARTERS FOR KINDS OF WHITTEMORE'S SHOE POLISHES. Their FRENCH GLOSS, CHAMPION, JR., and BABY ELITE at our price, 10c, is the best in the world for the

## Trade Winners in

women require no urging command satisfactory assortments and biggest returns. Here are Flannel offerings of great worth and lit-

Yard wide full bleached nightgown Flannel, well worth 20c; jus 12½c

ularly sold at 221/2c; special this week. per yard.....

Nonshrinkable White Flannel-the best infants' made-excellent value at 5 week only, 37½c

Full yard wide all wool cream white Ballardvale Flannel, none as good elsewhere at 65c. Special for this per yard......490

#### More New Waistings. And prettier than ever-and al! our

designs are so beautiful, the colorings so dainty, the materials so serviceable and the prices so reasonable, that effusive praise is daily tendered them.

## JUST OPENED!

THESE ELABORATE FRENCH FLANNEL WAIST PATTERNS-the newest effects produced for this ered and appliqued fronts, in black turquoise, red, rose, grays, cade tans, green and rose. Pattern-

\$7.50, \$5.00 and \$4.50

## UNMATCHABLE GLOVE VALUES.

Four Specials for This Week.

UNMATCHABLE FROM POINT OF QUALITY AND LITTLE PRICE-GLOVES THAT FIT WELL, LOOK WELL AND WERE NEVER EQUALED FOR WEAR AT SUCH PRICES.

Gleves, with Paris point em-broidery, in black, gray, mode and tans; the best \$1.25 glove

en's P. K. sewed suede Kid Women's extra fine silk mixed fancy weave Golf Gloves, in the facery, in black, gray, mode prettiest designs; best 75c grades on sale at ......50c

### Women's and Children's Winter Underwear.

UNDERWEAR WHICH IS THE PROPER WEIGHT, PROPER MATERIALS, AND MADE TO FIT SATISFACTORILY, AT WON-DERFULLY LITTLE PRICES.

Women's Jersey ribbed fleeced Union Suits, "Melba Make," all seamless, good heavy weight, in natural gray; the 65c 45c for size 16, 35c; this week, sale price for

size 16...... 5c rise each size. Suits, in all sizes; the best \$2.50 grade on sale this week \$1.95 \$1.15

Starting Values from Our

#### BEDDING DEPT. Sheets, Bedspreads, Com-

forts and Blankets

At prices smaller than you can hope for. Any woman who is fortunate enough to live within coming distance of the Auerbach Store is interested in this announcement. Here are offer-ings that we know and you'll see can-not be matched anywhere in this sec-tion of the land.

500 ready made, hemmed, bleached Bed Sheets—double bed size, measures 2½ yards in length and 2½ yards in width—made of one of the best soft finished muslins in the market—good 

50 double bed size choice white Cro-chet Bed Spreads, with handsome raised Marsellles patterns; pretty new designs; good value at \$2.25; special for this week.

4 double bed size Comforts—the celebrated Snow Flake brand, covered with extra fine figured English sateen and filled with the finest, flufflest cotton—note, 2½ yards long and 2½ yards wide—value \$4; 

## MILLINERY

We've been making great preparations for this week, the workroom has been kept going at its fullest capacity, and the result is a showing of exquisite Millinery creations for this week that outrivals the brilliant showing of the past. If you want to combine economy with elegance, select your hats at Auerbach's.

#### Matchless Linen and Curtain Specials. We Ask Your Judgement on

Values Offered Below.

67 pair of \$2.50 Lace Curtains at \$1.50. Last week's lace curtain special created such a sensation and was so highly appreciated, that we make a similar offering for this week's sale.

As long as they last—67 pair Empire effect white Nottingham Lace Curtains, 3½ yards long, 50 inches wide. You cannot match them under \$2.50. Monday and if any left, all week, per \$1.50

any left, all week, per pair.

Sinch wide extra weight half bleached talle linen, dice pattern, the weight, width and quality that is sold universally at 60c a yard, goes this week, per yard. 

A two-yard wide full bleached Irish Table Linen — Poppy design — a sample bolt sent to us by an im-porter, which he considers elegant value to retail at \$1.25, but we allow no one to dictate selling price to us, so we'll cut it up Monday, per yard..... 970

The \$4.00 napkins which came to match the linen go, per \$3.10

### Boys' Clothing and Gents' Furnishing Department.

Our stock is now complete. Aglance at our goods will prove to you the good values we offer in this popular department of popular prices.

Special Bargains for This Week.

BOYS' TWO-PIECE SUITS—In a variety of patterns, Tweeds and cheviots in the latest styles, ages 8 to 16 years. Special, a \$2.50 BOYS' PANTS—A large assortment in neat dark patterns, an extra good value, sizes 4 to 14 years. Special, a pair. \$2.50 BOYS' SWEATERS—In red and black striped, blue and black, orange and black. All sizes, Special..... BOYS' HATS—A nice assortment in the latest shapes, colors and styles, all sizes. Special.....

MEN'S WOOL UNDERWEAR-The kind you need to keep you in plain or ribbed natural gray and vicunas. Special, per garment ..... MEN'S WOOLEN HOSIERY-Fine cashmere hose in black and natural gray, excellent values. Special, per pair .....

Charming headwear for the little tots-an unrivaled exhibition of pretty styles and all at extremely low prices.

for children up to three years, prettily trimmed with tulle ruch and baby ribbon, worth 85c. Special this week at....590 Infants' zephyr knitted cap, covered with silk flossing and fluted baby ribbon on white, pink, blue or cardinal, a pretty \$1.00 75C

Infants' embroidered cream silk cap for children up to three years, prettily trimmed with tulle ruch and baby ribbon, worth 590 is a beautiful style, at... \$1.00

Infants' zephyr knit cap in cream.
pink, blue or cardinal, covered
with slik flossing and with wide

ribbon strings, special for this week at.....